About the College: *Geethanjali College of Engineering and Technology (GCET) was established in the year 2005 and is well-equipped with cutting edge infrastructural facilities and modern laboratories. It has highly competent and dedicated faculty providing holistic development of its students. The college has been recognized as a Scientific and Industrial Research Organization (SIRO) by DSIR. The college offers undergraduate programs in engineering branches, namely, Computer Science Engineering (CSE), CSE- AIML (Artificial Intelligence & Machine Learning), CSE-DS (Data Science), CSE-CS (Cyber Security), CSE-IoT (Internet of Things), Civil Engineering, Electrical and Electronics Engineering, Mechanical Engineering, Electronics and Communication Engineering, and postgraduate programs, namely, MBA and M. Tech in Computer Science. The college has been conferred "Autonomous" status by UGC since 2016. GCET is accredited with "A+" grade by NAAC in 2022 and is placed in the rank band (101-150) under NIRF Innovation Ranking-2023. All eligible UG Programs are accredited by NBA. The college is approved by AICTE, affiliated to JNTUH, Hyderabad and certified by ISO 9001:2015. The College has executed research projects to the tune of 15 million Indian Rupees funded by DRDO, DST etc.*

About the Department: *Department of Management Studies was established in the year 2006.It offers MBA program with specializations in Finance, Human Resource, Marketing and Entrepreneurship. The curriculum is designed to offer solutions to various real world business scenarios through project based learning, case study methods and business analytics.*

Aim of the MDP: *Excel is versatile for data manipulation, visualization, and basic analysis, while SPSS is designed for advanced statistical analysis. Excel is useful for initial data exploration and visualization, while SPSS is used for more rigorous analysis. This MDP aims at introducing academia to different applications of FunctionalAnalytics using sample, user friendly, easily available statistical packages like Ms- Excel and IBM-SPSS. This FDP will provide a platform for faculty members and researchers to interact and share their learning in the field ofBusiness Analytics.*

MDP Outline:

1. *Overview of Business Analytics and its importance in decision-making.*
2. *Application of Analytics in Financial, Marketing & HR*
3. *Using SPSS in Data analytics*
4. *Overview of Financial Analytics and its significance in decision-making.*
5. *Overview of Marketing Analytics and its role in marketing strategies.*
6. *Understanding the role of HR Analytics in HR management*

Resource Person:

1. *Mr.Y. Suryanarayana Murthy, Associate Professor, Vardhaman College of Engineering –Hyderabad.*
2. *Dr. K. S Harish, Professor, Business Analytics, SSIM, Kompalli –Hyderabad*
3. *Dr. Syed Mansoor Pasha, Associate Professor, Business Analytics, Anurag University- –Hyderabad*

Geethanjali College of Engineering and Technology

(UGC Autonomous Institution, Accredited at A+ grade by NAACand affiliated to JNTUH)

Cheeryal (V), Keesara (M), Medchal (D) – 501301

Visit us: www.gcet.edu.in

E-mail: info@gcet.edu.in

Management Development Programme
On "Functional Analytics" June 6th-11th, 2024

Convenors

Dr. J. Pardha Saradhi, Professor & HoD
Dr. A. Sita Madhavi, Professor

Organized by

Department of Management Studies
in Association with IQAC and IIC
Geethanjali College of Engineering and Technology, Hyderabad

Fee Particulars and Registration:

Registration Fee: Rs. 1000/-

Participants are requested to register by filling the online registration form using the link provided below or by sending the scanned copy of duly filled form.

Link:

https://forms.gle/kNTZFu3XP661Z5xA6

Important Dates:

Last date for registration: 5 June 2024
Confirmation to the participants: 6 June 2024

Eligibility and Selection Criteria:

MDP is expected to benefit, all faculty members having at least five years of academic experience in their professional development. The number of participants is limited to 20 only.

Hence, selection will be based on the First-Come-First-Serve. Decision of the Organizing Committee shall be final.

Note: Lunch and refreshments will be provided to the participants.

For Correspondence:

Dr. J. Pardha Saradhi ✆ : 9032008030

Dr. A. Sita Madhavi ✆ :9949469853

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Chief Patron
Sri G R RavinderReddy, Chairman, GCET

Patron
Dr S Udaya Kumar, Principal, GCET

Convenors
Dr. J. Pardha Saradhi, HoD-Department of Management Studies
Dr. A. Sita Madhavi, Professor, Department of Management Studies

Advisory Committee
Dr R Prasanna Kumar, Professor, CE and RegistrarDr. V. V Praveen Kumar, Head CE
Dr V Madhusudan Rao, Dean, School of Computer Science and Informatics
Dr A Sreelakshmi, Professor and Head, CSE
Dr L Venkateswarlu, Professor and Head, CSE (AIML)
Dr K Srinivas, Professor and Head, CSE (Emerging Areas)
Dr Radhika Dora, Professor and Head, EEE
Prof B Hari Kumar, Dean, School of Electrical and Communication Engineering
Dr A. Sri Lakshmi, Professor and Head, ECE
Dr P Srihari, Dean, R&D
Prof OVPR Siva Kumar, Dean, Industry Institute Interaction
Dr G Neeraja Rani, Professor and Head, FE
Dr J Parthasarathi, Professor and Head, DMS
Dr R. Sudarshan, Head, ME
Dr A S Madhusudan Rao, Professor, FE, Dean, Student Affairs
Dr A Sita Madhavi, Professor, DMS

Coordinators
K. Naupal Reddy, Sr, Assistant Professor, DMS
K. Lavanya, Sr. Assistant Professor, DMS

Organizing Committee
Shainaz Begum, Assistant Professor, DMS
K. Vijaya Lakshmi, Assistant Professor DMS
K. Bhavana, Assistant Professor, DMS
A. Sri Divya, Assistant Professor, DMS
D. Keerthana, Assistant Professor, DMS
V. Bhavani, Assistant Professor, DMS
G. Vijaya Lakshmi, Assistant Professor, DMS
V. Shivani, Assistant Professor, DMS
V. Anusha, Assistant Professor, DMS

Management Development Programme

On "Functional Analytics"

June 6- 11, 2024

Registration Form

Name:

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Designation:

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Organization:

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Professional Experience:

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Address for Correspondence:

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Mobile No:

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E-mail:

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Signature of Applicant:

Place:

Date: